

REP HEADLINE# 6312947
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
SEP12/12 13.40
*** WFLA-TV ***

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,
WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #
BUYER NAME KATIE KEULEMAN
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6312947

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1768 COMMENTS: (LINE, ORDER, INVOICE)

E: 120912024

FLIGHT DATES SEP13/12 SEP17/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP12/12 13.40

REP: NEW ORDER
TTL \$42,970 @48X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007
OBAMA FOR AMERICA

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
AGENCY EST# = 1768

1 1135P-1237A 30 \$650.00 9/13 9/14 1 TH-F 1

PROGRAM : THE TONIGHT SHOW
CON COM1: THE TONIGHT SHOW

8/24/12

SEP 12/12 13.40
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1100A-1200N PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$160.00	9/13	9/14	2		TH-F	2
3			1237A-136A PROGRAM : LT NITE W/JIMMY FALLON CON COM1: LT NITE W/JIMMY FALLON	30		\$200.00	9/13	9/14	2		TH-F	2
4			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	9/13	9/14	2		TH-F	2
5			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	9/13	9/14	2		TH-F	2
6			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	9/13	9/14	2		TH-F	2
7			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$600.00	9/13	9/14	2		TH-F	2
8			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$150.00	9/13	9/14	2		TH-F	2
9			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$900.00	9/13	9/14	2		TH-F	2
10			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$250.00	9/13	9/14	2		TH-F	2

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$900.00	9/13	9/14	2		TH-F	2
12			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,200.00	9/13	9/14	2		TH-F	2
13			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$700.00	9/13	9/14	2		TH-F	2
14			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$2,000.00	9/13	9/14	2		TH-F	2
15			700P-730P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	30		\$1,000.00	9/13	9/14	2		TH-F	2
16			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	9/13	9/14	2		TH-F	2
17			730P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$1,000.00	9/13	9/14	2		TH-F	2
18			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$550.00	9/13	9/14	2		TH-F	2
19			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		\$3,000.00	9/14	9/14	1		FRI	1

SEP12/12 13.40
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			1000P-1100P PROGRAM : REVOLUTION CON COM1: REVOLUTION	30		\$3,600.00	9/17	9/17	1		MON	1
21			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$700.00	9/15	9/15	1		SAT	1
22			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$650.00	9/15	9/15	1		SAT	1
23			900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1: NEWSCHANNEL 8 SATURDAY	30		\$300.00	9/15	9/15	2		SAT	2
24			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$750.00	9/16	9/16	1		SUN	1
25			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$5,000.00	9/16	9/16	1		SUN	1
26			800A-900A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$500.00	9/16	9/16	1		SUN	1
27			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$1,250.00	9/13	9/14	2		TH-F	2
28			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	9/17	9/17	1		MON	1

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29			630P-700P	30		\$2,000.00	9/17	9/17	1		MON	1
PROGRAM : NBC NEWS CON COM1: NBC NEWS												
SEP/12 42970.00												

CONTRACT TOTAL 42970.00
 TOTAL SPOTS 48

MARKET TOTALS \$85,575
 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES BASED ON ORIGINAL BUY AT LUR LEVEL. WTVT ESTIMATED, OTHER SHARES ACCURATE.

SVC- NSI
 DEMOS- RA35+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 765 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	42970	Campaign Ref:	E:120912024
Buyer:		Client/Product/Estimate:	95 /101 /1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est/PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/10	09/17	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...TF..	03	650	30 Comme	Nbr of Spots	1		1	650
2	M-F 11a Daytime ...TF..	03	150	30 Comme	Nbr of Spots	2		2	320
3	M-F 1237a ET / 1137p CT Late Night ...TF..	03	200	30 Comme	Nbr of Spots	2		2	400
4	M-F 12p Today Show III ...TF..	03	200	30 Comme	Nbr of Spots	2		2	400
5	M-F 2p Rachael Ray ...TF..	03	250	30 Comme	Nbr of Spots	2		2	500
6	M-F 3p Doctors ...TF..	03	450	30 Comme	Nbr of Spots	2		2	900
7	M-F 4p Dr Oz ...TF..	03	600	30 Comme	Nbr of Spots	2		2	1200
8	M-F 5a News ...TF..	03	150	30 Comme	Nbr of Spots	2		2	300
9	M-F 5p News	03	900	30 Comme	Nbr of Spots	2		2	1800
Weekly Totals: Total Spots(Ord Spots)						45	3	48	

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Original

Client: Barack Obama/ D/ President	Submission Cost: 42970	Campaign Ref: E:120912024
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1768	Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/23/12	Weeks: 2	Order Ref: 06312947
Est./PO Number: 06312947	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
10	M-F 530a News ...TF..	03	250	30 Comme	2		2	500
11	M-F 530p News ...TF..	03	900	30 Comme	2		2	1800
12	M-F 6p News ...TF..	03	1200	30 Comme	2		2	2400
13	M-F 6a News ...TF..	03	700	30 Comme	2		2	1400
14	M-F 630p ET / 530p CT NBC Nightly News ...TF..	03	2000	30 Comme	2		2	4000
15	M-F 7p News ...TF..	03	1000	30 Comme	2		2	2000
16	M-F 7a Today Show ...TF..	03	900	30 Comme	2		2	1800
17	M-F 730p Entertainment Tonight ...TF..	03	1000	30 Comme	2		2	2000
18	M-F 9a Today Show II ...TF..	03	550	30 Comme	2		2	1100
19	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	1		1	3000
Weekly Totals: Total Spots(Ord Spots)					45	3	48	

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Original

Client: Barack Obama/ D/ President
Buyer: Barack Obama/ D/ President
Submission Cost: 42970
Schedule Dates: 09/10/12 to 09/23/12
Client/Product/Estimate: 95 /101 /1768
Est./PO Number: 06312947
Weeks: 2
Contract type: Political
Associated Copies: No
Campaign Ref: E:120912024
Sales Rep: HRP Washington, DC
Order Ref: 06312947
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
20	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme		1	1	3600
21	Sat 6p NewsS.	03	700	30 Comme		1	1	700
22	Sat 7p Entertainment TonightS.	03	650	30 Comme		1	1	650
23	Sat 9a NewsS.	03	300	30 Comme		2	2	600
24	Sun 6p NewsS	03	750	30 Comme		1	1	750
25	Sun 630p ET / 530p CT NBC Nightly NewsS	01	5000	30 Comme	1		1	5000
26	Sun 8a Today ShowS	03	500	30 Comme	1		1	500
27	M-Su 11p News ...TF..	03	1250	30 Comme	2		2	2500
28	M-F 12p Today Show III M.....	03	200	30 Comme		1	1	200
29	M-F 630p ET / 530p CT NBC Nightly News M.....	03	2000	30 Comme		1	1	2000
Weekly Totals: Total Spots(Ord Spots)					45	3	48	

Grand Totals

Totals		Month 9 Weeks: 5	
		09/10	09/17
Spots	48	45	3
Cost	42,970	37,170	5,800

Grand Totals:

Spots:	48
Gross Total:	42,970.00
Commission:	6,445.50
Net Total:	36,524.50